
SIHRA
SOUTHERN REGION
In the services of the
Hospitality industry since 1951
Incredible India
Tamil Nadu
SIHRA
75TH ANNIVERSARY CONVENTION
Celebrating 75 Years of Hospitality.
Inspiring the Future.
5 – 7 JANUARY 2027 | ITC GRAND CHOLA, CHENNAI

Dinner hosted by:
GRT Hotels and Resorts

Venue:
Radisson Blu Resort Temple Bay, Mamallapuram



THE MILESTONE

75 YEARS OF HOSPITALITY LEADERSHIP

A PLATINUM LEGACY

1951 - 2026 | Honouring our journey. Inspiring the next chapter.

For seventy-five years, the South India Hotels and Restaurants Association has represented the collective aspirations of the hospitality community across Southern India. The Platinum Jubilee is a celebration of the people, partnerships and pioneering spirit that have shaped our industry.

1951
OUR FOUNDATION

The beginnings of an enduring platform for hoteliers and restaurateurs.

2027
A SHARED CELEBRATION

Three days to reconnect, reflect and recognise the industry.

BEYOND
THE FUTURE AHEAD

New ideas, stronger partnerships and the next generation of leadership.



Pallava-era Shore temple, Mamallapuram, Tamilnadu



WELCOME MESSAGE

SHRI K SYAMA RAJU
President, SIHRA

SIHRA 75TH ANNIVERSARY CONVENTION
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Dear Esteemed Members,

It is with immense pride and gratitude that I invite our members, colleagues and friends from the tourism and hospitality fraternity to join us for the 75th Year Platinum Jubilee Convention of SIHRA, being held at ITC Grand Chola, Chennai, from 5th to 7th January 2027.

Since its establishment in 1951, SIHRA has been a steadfast voice for hotels and restaurants across Southern India. This remarkable journey has been made possible by the commitment of successive generations of leaders, members and well-wishers who have worked together to uphold the highest traditions of hospitality and strengthen our industry.

The Platinum Jubilee is an occasion not only to celebrate our achievements but also to reaffirm our responsibility towards the future. Over three memorable days, we will bring together industry leaders, policymakers and professionals for meaningful discussions, recognition of excellence and the renewal of lasting friendships.

We have extended invitations to the Hon'ble Chief Ministers of the Southern States to grace the inaugural ceremony, making this historic celebration an occasion of regional unity and a renewed commitment to the growth of tourism and hospitality.

Chennai, with its rich heritage and warm hospitality, is a fitting setting for this historic milestone. I look forward to welcoming you personally and making this celebration a memorable chapter in SIHRA's history.

Best Wishes,

K SYAMA RAJU
President, SIHRA



Vidhana Soudha, Bengaluru



WELCOME MESSAGE

SHRI K MURALI RAO
Chairman, SIHRA Platinum Jubilee Convention

SIHRA 75TH ANNIVERSARY CONVENTION
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Dear Members,

It gives me great pleasure to invite you to SIHRA's 75th Year Platinum Jubilee Convention, a special gathering celebrating the people and institutions that have contributed to the growth of hospitality across Southern India.

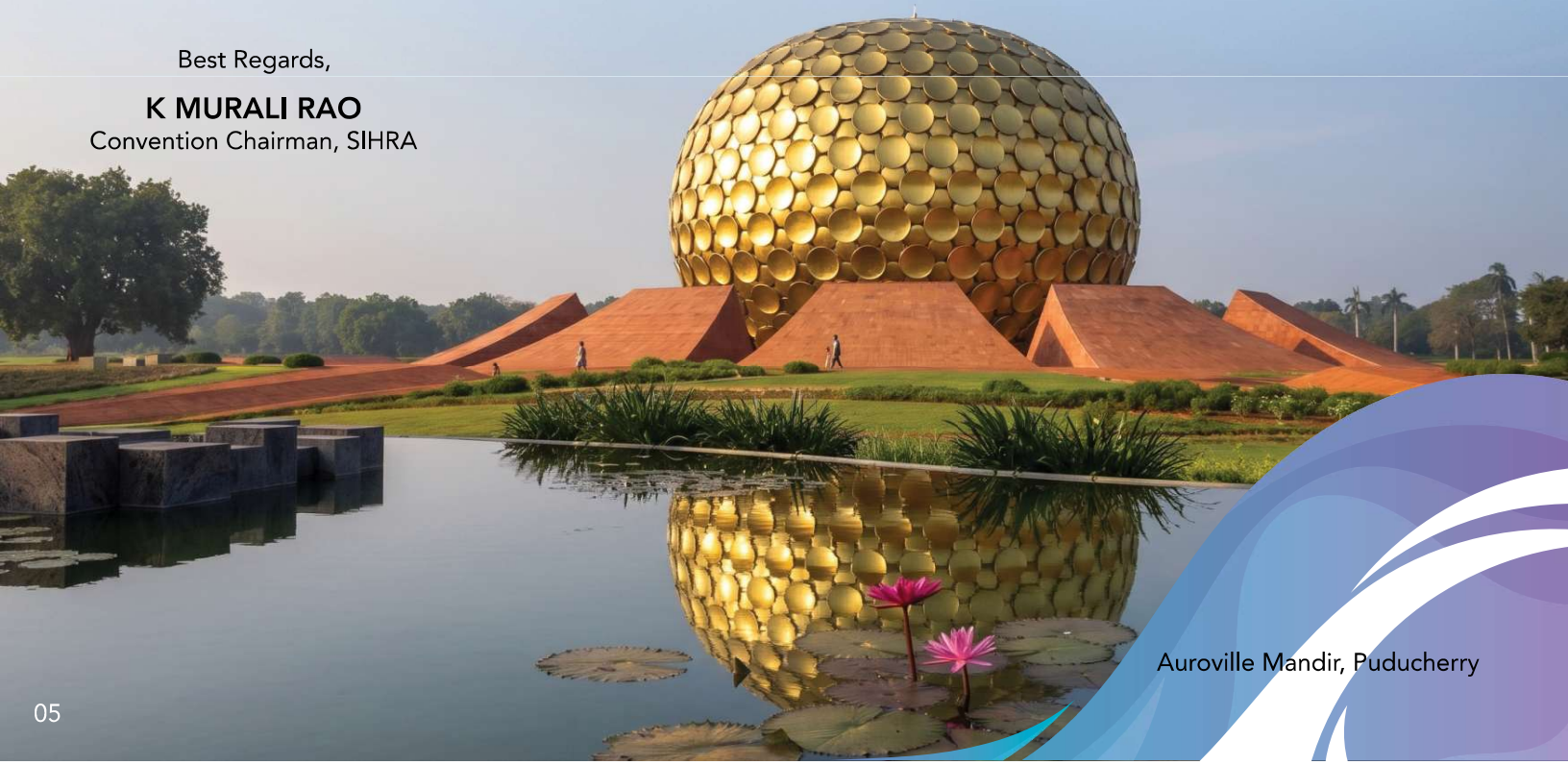
Our intention is to create an occasion that is distinctly celebratory while continuing the Association's tradition of meaningful exchange. The programme combines thought-provoking presentations, a keynote address, panel discussions and business sessions with opportunities to reconnect with friends and colleagues from across the region.

The celebrations will commence with the inaugural ceremony at ITC Grand Chola, Chennai, on 5th January 2027. On the evening of 6th January 2027, we will gather for our Awards Night and Gala Dinner at Radisson Blu Resort, Temple Bay Mamallapuram, hosted by GRT Hotels & Resorts. A specially curated Chennai and Mamallapuram experience is also planned for accompanying spouses.

I invite you to be part of this milestone and to help make the Platinum Jubilee a meaningful tribute to SIHRA's legacy of unity, service and excellence.

Best Regards,

K MURALI RAO
Convention Chairman, SIHRA



Auroville Mandir, Puducherry



Sri Venkateswara Swamy Temple, Tirumala, Andhra Pradesh

About SIHRA

The collective voice of South India's Hotel and Restaurant Industry.

The South India Hotels and Restaurants Association (SIHRA) was incorporated in 1951 to encourage, promote and protect the interests of hotels, restaurants and allied establishments. It serves as the southern regional association within the Federation of Hotel & Restaurant Associations of India (FHRAI).

Through engagement with governments and industry stakeholders, SIHRA advocates for practical policy reforms, fair regulation, infrastructure development, skilled manpower and a more competitive hospitality economy. The Association also provides a forum for professional exchange, networking and continued learning.



TAMIL NADU
Hospitality & heritage



KERALAM
Experiential tourism



ANDHRA PRADESH
Hospitality & heritage



TELANGANA
Urban growth



KARNATAKA
Business & innovation



PUDUCHERRY
Coastal culture



Stone Chariot, Hampi, Karnataka

The Platinum Jubilee Convention

The SIHRA Platinum Jubilee is more than an anniversary: it is an opportunity to honour the Association's pioneers, celebrate the achievements of members and explore the pathways that will shape the next era of hospitality.

THE THEME

75 Years of Hospitality.
Inspiring the Future

01
CELEBRATE

Recognise the service, excellence & extraordinary contributions of the hospitality fraternity.

02
CONNECT

Bring together members,policymakers, investors, suppliers and industry leaders.

03
LOOK AHEAD

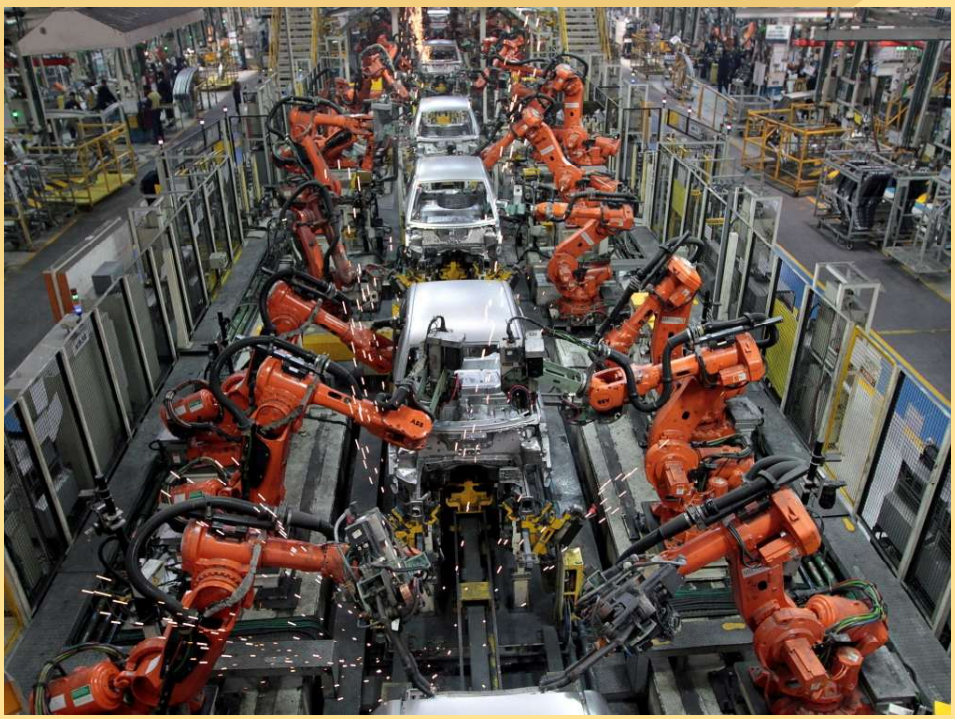
Explore ideas on sustainability, innovation, skilling and growth in an evolving tourism economy.



Aarattupuzha Pooram, Keralam

About Convention City

Chennai, the vibrant gateway to South India, effortlessly blends a rich heritage with a dynamic, modern spirit. From ancient temples and cultural landmarks to a stunning coastline, a thriving business ecosystem, and a warm, welcoming spirit, the city offers a unique experience where tradition and progress go hand in hand. Chennai's timeless charm, diverse experiences, and renowned hospitality make it the perfect host for SIHRA's 75th Year Platinum Jubilee Convention.



Automotive Industry



Banana Leaf Meals



Bharatanatyam



Filter Coffee



Santhome Basilica, Chennai



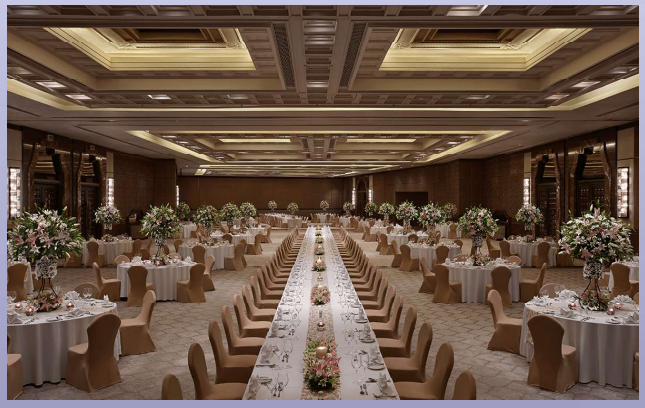
Kanchipuram Silk Sarees



Charminar, Hyderabad

The Venue

An iconic setting for SIHRA's 75th Year Platinum Jubilee Convention, ITC Grand Chola, Chennai, embodies the grandeur of imperial architecture, luxurious interiors, and world-class hospitality. Located in the heart of Chennai, this landmark hotel offers a perfect blend of heritage and modern elegance, providing an exceptional backdrop for insightful industry conversations, memorable celebrations and the warm hospitality of South India.



HIGHLIGHTS

- **Chola Dynasty Architecture:** Built as a palatial tribute to the Chola Empire, featuring acres of hand-carved pillars, majestic grand staircases, and white Italian marble.
- **Culinary Powerhouse:** Home to world-class signature restaurants, including Avartana (progressive South Indian), Peshawri (North-West Frontier cuisine and Dal Bukhara), and Royal Vega (regal vegetarian).
- **Massive Scale:** One of India's largest luxury hotels, housing 600 rooms, suites, and serviced apartments alongside a massive pillarless convention center.
- **LEED Zero Carbon:** A global pioneer in eco-responsible luxury, operating on 100% renewable energy generated from self-owned wind and solar farms.
- **Kaya Kalp Spa:** A sprawling 23,000 sq. ft. royal wellness sanctuary offering authentic Ayurvedic treatments and modern therapies.

https://www.itchotels.com/in/en/itcgrandchola-chennai







DAY 01 | PROGRAMME SCHEDULE

VENUE:
ITC Grand Chola, Chennai

ATTIRE:
Business / festive formal



TUESDAY, 5 JANUARY 2027

10:00 hrs	**REGISTRATION** Delegate registration opens
16:00 hrs	**INAUGURATION CEREMONY** Platinum Jubilee inaugural celebrations
Thereafter	**DINNER** Dinner following the inaugural ceremony

DAY 02 | PROGRAMME SCHEDULE

BUSINESS SESSIONS
VENUE:
ITC Grand Chola, Chennai

EVENING DINNER
GALA VENUE:
Radisson Blu Resort,
Temple Bay Mamallapuram

WEDNESDAY, 6 JANUARY 2027

10:00 hrs	PRESENTATION BY STATE	10:30 hrs	KEYNOTE ADDRESS
11:00 hrs	TEA BREAK	11:15 hrs	PANEL DISCUSSION
12:15 hrs	PANEL DISCUSSION	13:00 hrs	LUNCH BREAK
14:00 hrs	BUSINESS SESSION	15:00 hrs	BUSINESS SESSION
16:00 hrs	TEA BREAK	19:00 hrs	AWARDS NIGHT & GALA DINNER

DAY 03 | PROGRAMME SCHEDULE

VENUE:
ITC Grand Chola, Chennai

Programme subject to final confirmation

THURSDAY, 7 JANUARY 2027

10:00 hrs	State Presentation	10:30 hrs	Business Session
11:30 hrs	TEA BREAK	11:45 hrs	Business Session
12:45 hrs	Valedictory Function	13:30 hrs	Lunch & Conclusion

End of 75th year celebrations

Wednesday, 6 January 2027 | Chennai - ECR - Mamallapuram

Spouse Programme

A DAY OF HERITAGE, CULTURE & COASTAL BEAUTY

A specially curated sightseeing programme for accompanying spouses, concluding with a journey along the scenic East Coast Road to Mamallapuram.

MORNING	**KAPALEESWARAR TEMPLE, MYLAPORE** Explore the architectural and spiritual heritage of historic Chennai.
LATE MORNING	**GOVERNMENT MUSEUM, CHENNAI** Discover the city's renowned collections of art, archaeology and culture.
AFTER LUNCH	**EAST COAST ROAD TO MAMALLAPURAM** Travel south along Chennai's coastal corridor and explore Mamallapuram.

Sightseeing timings and transfers will be communicated with the confirmed programme.



Dakshin Chitra

Hospitality & Supply Chain Exhibition

An exhibition of the latest products, technologies and services for hospitality and the supply chain network will be held concurrently with the convention. Delegates can discover innovations, meet solution providers and build valuable business relationships.

EXHIBITOR PROFILE

- Food and beverage equipment and machinery suppliers
- Commercial kitchen equipment and accessories
- Refrigeration and cold rooms
- Crockery, tableware and cutlery
- Hospitality engineering and IT products
- Bar and pub equipment and inventory
- Institutional suppliers of food items
- Suppliers of beverages, including liquor
- Vending machine suppliers
- Decorative accessories and furnishings
- Consumables and disposables
- Toiletries and hygiene products
- Hygiene, sanitation and housekeeping equipment
- Pest control and treatment services
- Laundry equipment and supplies
- Electrical and electronic equipment
- Alternative energy product manufacturers
- Interior designers and architects
- Carpet and furniture manufacturers



EXHIBITION ENQUIRIES
Mr Sundar Singaram | SIHRA | +91 94440 50606 | sundar@sihra.in

SIHRA ANNUAL CONVENTION 2027

05 - 07 JANUARY 2027

at ITC Grand Chola, Chennai

SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION
Office No.3, 6th Floor, Seethakathi Business Centre, Anna Salai, Chennai 600 006.
Tel : +91 44 2829 7511 / 87545 49737 | **www.sihra.in**

REGISTRATION FORM (PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

Are you a SIHRA member? Yes ☐ No ☐ If yes, please enter membership number : _____

Name of Organisation : _____

Address : _____

City : _____ Pin : _____ State : _____ GSTIN : _____

Tel: _____ Mobile : _____ Email : _____

Hotel Accommodation : ☐ Required ☐ Not Required **Pick-up & drop :** ☐ Required ☐ Not Required

DETAILS OF DELEGATES

Name	Designation	Mobile	Age	F / M	Relation
Meal Preference: ☐ Veg. ☐ Non Veg.					

REGISTRATION FEE

Note : All prices are exclusive taxes | Applicable taxes are @ 18%

Member	
SIHRA / FHRAI Member	₹ 10,000 per person | ₹ 15,000 member with spouse
Non-Member / Spouse	₹ 15,000 per person | ₹ 20,000 non-member with spouse
Children (4 - 12 years)	₹ 6,000 per child, in the same room

PAYMENT DETAILS

*Please Note: Registration will not be confirmed until payment is received and realized

Please make cheque / DD favouring 'SIHRA CONVENTION 2026' payable at Chennai		
Amount:	DD / Cheque / NEFT / IMPS / RTGS UTR No.	
Dated:	Drawn on:	(Bank & Branch)

NEFT / UPI / IMPS / RTGS Details			
CA Account No.	50100871385006	IFSC	HDFC0000082
Account Name	SIHRA CONVENTION 2026	Branch	Nungambakkam, Chennai
Bank Name	HDFC Bank Ltd.	GSTIN	33AACTS5250J1ZH

SPECIAL ACCOMMODATION TARIFFS FOR CONVENTION DELEGATES

LIST OF HOTEL ROOMS AND TARIFF (in₹) | Blocking Dates : 5th to 7th January 2027

HOTEL NAME	ROOM TYPE	SGL OCCUPANCY	DBL OCCUPANCY
ITC Grand Chola	Executive Club	9250 + 18% GST	9750 + 18% GST
Le Meridian	Executive Room	7000 + 5% GST	7000 + 5% GST
Feathers A Radha Hotel	Executive Room	7000 + 5% GST	7000 + 5% GST
The Residency Towers	Premium Room	7000 + 5% GST	7000 + 5% GST
Grand by GRT Chennai	Business Class Room	7000 + 5% GST	7000 + 5% GST
Hablis Hotel	Executive Room	6000 nett	6000 nett
The Residency	Superior Room	5500 + 5% tax	6000 + 5% tax
Savera Hotel	Executive Room	5000 nett	5000 nett
New Woodlands Hotel	Suite Room	3000 nett	3000 nett
	Executive Room	2750 nett	2750 nett

(**Note :** If preferred choice of hotel accommodation is not available, the next available hotel will be allotted)

TRAVEL DETAILS

ARRIVAL	DEPARTURE
AIR (Flight No.) :	AIR (Flight No.) :
Rail (Train Name / No.) :	Rail (Train Name / No.) :
Date: Time:	Date: Time:

Cancellation Fee:
50% of the delegate fee will be refunded upon cancellation received by 20th December 2026 upto 1600 Hrs. By means of letter or Email, to the Convention office, Chennai. No refund will be given after the above-mentioned date and time.

Transport:
Courtesy: Transfers will be provided for the delegates from the airport / railway station to their respective hotels on the 05th and 07th January 2027 as per our schedule. Delegates will also be provided transport by coach, from their hotels to the convention venue and vice-a-versa, as per the designated time schedule only.

Identification Badge:
Please collect the same from the registration desk. The delegate badge must be worn at all times during the convention. It is mandatory to present the badge when availing lunch / dinner.

Spouse Activity:
Local sightseeing is planned for your spouse. Details will be available at the delegate registration desk at ITC Grand Chola, Chennai.

Declaration:
I/We will be settling all hotel bills, including all extra room-night charges, extra services consumed, if any, directly with the hotel. I/We also agree to pay for hotel retention charges in the event of a 'No Show' or any cancellation done as per the hotel's policy.

Terms and Conditions:

- The registration fee is excluding taxes @18%
- Registration on first come, first served, is to block rooms for particular hotels.
- Children above 12 years will be treated as adults.
- The delegate fee includes dinner on the 05th, lunch & dinner on the 06th and lunch on the 07th.
- Cheque / DD of the requisite amount favouring 'SIHRA Convention 2026' must be sent along with the duly completed delegate registration form to the Convention Office at Chennai.
- Online Registration and payment can also be made.
- Registration fee doesn't include hotel room charges, breakfast, any personal expenses such as spa, laundry, room service, personal transportation, etc.
- Any correspondence to be addressed to the Convention office, Chennai.
- Every delegate must fill in the delegate registration form and send it to the convention office in Chennai, to enable us to issue Identification Badge. This is requested even by our guest and media persons.
- Acknowledgment letter will be given to all confirmed registrations. This letter will be required for obtaining hotel accommodation at a special rate as well as for collecting an Identification Badge from the delegate registration desk.
- This Registration Form may be photocopied for additional registration.
- Registration will not be confirmed until the full delegate registration fee is received.

*All Correspondence to be addressed to Convention Office:
Office No. 3, 6th Floor, Seethakathi Business Centre, Anna Salai, Chennai 600 006.
Mobile : +91 87545 49737 **Email :** convention@sihra.in

Signature : _____

Delegate Name : _____

EXECUTIVE COMMITTEE MEMBERS

Shri. M P Purushothaman
President of Honour

Shri. K Syama Raju
President

Shri. K Murali Rao
Hony. Treasurer

Shri. D Srinivasan
Vice President

Shri. K Ravi
Vice President

Shri. M Balakrishna Reddy
Vice President

Shri. Jose Pradeep
Vice President

Shri. B D Prabhushankar
E C Member

Shri. R Srinivasan
E C Member

Shri. S Basavaraj
E C Member

Dr. M Venkadasubbu
E C Member

Shri. S K Hari Arumugam
E C Member

Shri. D V S Somaraju
E C Member

Shri. K Amarnath
E C Member

Shri. Baiju Gopalan
E C Member

Shri. B Gopinath
E C Member

Shri. P G Venkataramana Babu
E C Member

Shri. Sundar Singaram
Director Operations

CONVENTION ORGANISING COMMITTEE

Shri. K Syama Raju

Shri. K Murali Rao

Shri. T Nataraajan

Shri. B D Prabhushankar

Shri. S Basavaraj

Shri. D V S Somaraju

Shri. D Srinivasan

Shri. M Venkadasubbu

Shri. Jose Pradeep

Shri. S K Hari Arumugam

Shri. M Balakrishna Reddy

Shri. Baiju Gopalan

Shri. P G Venkataramana Babu

Shri. G K Shetty



SOUTH INDIA HOTELS AND RESTAURANTS ASSOCIATION
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